

NEWS from



Bill Postmus
Supervisor, 1st District

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POSTMUS INCREASES FUNDS TO REGIONAL ECONOMIC DEVELOPMENT AUTHORITY (REDA), *e-CORRIDOR* MARKETING EFFORT

VICTORVILLE--First District San Bernardino County Supervisor Bill Postmus announced today that he is committing \$200,000 in discretionary County funds toward economic development marketing efforts and the High Desert Regional Economic Development Authority (REDA).

The allotment represents an increase of \$5,500 over what the Board of Supervisors approved toward the "*e-Corridor*" marketing effort in November prior to Postmus' election to the Board. The funds, primarily designated to assist the Southern California Logistics Airport's *e-Corridor* campaign, is in addition to a previous \$100,000 contributed last year toward the effort.

"This action is in keeping with my promise during my campaign to increase support to REDA," Postmus said, adding that "This is just one of the first steps I am taking toward increasing San Bernardino County's support of economic development marketing of the High Desert area."

The funds will help reimburse REDA and the City of Victorville for previously committed or expended contributions to the *e-Corridor* project, Postmus said.

"Earlier this month I visited the Southern California Logistics Airport along with officials from the City of Victorville. I was given an *e-Corridor* presentation by Dougall Agan, principal of the airport contractor, and I liked what I heard."

The *e-Corridor* connects the Southern California Logistics Airport via two

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transcontinental railways and by highway to the Ontario International Airport. It also connects the High Desert to the “Alameda Corridor”, which speeds goods movement from the ports of Long Beach and San Diego through Los Angeles County.

A coalition of local governments and industry are using the *e-Corridor* moniker to market the High Desert, now called “Inland Empire North,” as a gateway for international air and sea freight to the U.S. In addition to the Victor Valley cities and the County, The *e-Corridor* also encompasses the cities of Ontario, Fontana, Rancho Cucamonga, and Barstow.

The goal of the marketing campaign is to lure new employers, businesses and industries to the region by educating them about the benefits of the High Desert, including excellent access to rail, air and highway transportation.

The \$200,000 allocation is scheduled to be approved by the Board of Supervisors Tuesday. The funds will be distributed in two ways, according to Postmus Chief of Staff Brad Mitzelfelt. The first \$100,000 will be granted to the Southern California Logistics Airport as last year, Mitzelfelt said. The second \$100,000 will be granted to the High Desert Regional Economic Development Authority (REDA) for *e-Corridor*-related expenses.

Mitzelfelt said the re-allocation was necessary to ensure the *e-Corridor* campaign is well coordinated among the various entities involved in the campaign, including the Airport, the City of Victorville and the High Desert REDA, through which the other Victor Valley cities, the county and industry participate. Mitzelfelt added that the re-allocation also helps ensure additional accountability with regard to how the funds are spent.

The Board of Supervisors in its action Tuesday will direct that contracts be developed among the agencies so that funds may be expedited, Mitzelfelt said. He added that the funds will be designated for specific programs and expenses. Prioritization of the project’s demonstrated needs will be based upon county staff and Supervisor Postmus’ review of the project’s plans and budget, said Mitzelfelt.